1. INTRODUCATION :

Defining entrepreneurship might seem simple, but it isn't! There are about as many definitions of entrepreneurship. Everyone seems to have his or her own views about what it is and in the same way theyhave defined it. Let's look at some of the various ways in which entrepreneurship has been defined."Entrepreneurship is the propensity of mind to take calculated risks with confidence to achieve a predeterminedbusiness or industrial objective. In substance, it is the risk-taking ability of the individual, broadlycoupled with correct decision-making."

In another view "Entrepreneurship refers to an action process of entrepreneur towards establishing anenterprise. It is a creative and innovative process and adapting response to environment.

Small scale industries play strategic role in restructuring and in transformation of an economy with a comparatively higher labour-capital ratio and a shorter gestation period. They operate relatively in smaller markets to be economic. Small scale industries involve lower investment and greatly suit the economies of less developed countries (LDCs) who are capital deficient and labour abundant. They offer a method of ensuring more equitable distribution of national income and facilitate on effective mobilization of resources of capital and skill which might otherwise remain unutilized.

Small scale industries stimulate growth of entrepreneurship and promote a diffused pattern of ownership and location and development of rural/urban areas. They make use of more unskilled labour force and have direct impact on poverty alleviation. Small scale industries have the spread effect on domestic market since they buy more of domestic inputs and indigenous raw materials and domestic technology to a large extent.

Small Scale Industries in India

The definition of small scale industries in India is based on the criterion of capital investment. The investment limit for a small scale industrial unit is set at Rs. 1 crore in fixed assets in plant and machinery and for a tiny unit the investment limit isRs. 25 lakhs. This is unlike many other countries like China, Germany, Indonesia. Iran, Turkey, etc., which go by the number of employees as the criterion for identifying small scale industries. In USA small business which has employment of less than 500 people, in UK it is less than 200 workers, in Germany less than 300 workers, in Sweden and Italy less than 50 and 500 people respectively.

Product Range of Small Scale Industries

Small scale industrial sector encompasses the continuum of the artisans/handicrafts units at the one end and modern production units with significant investment on the other producing a wide range of over 7500 quality products. The products of the small scale industries vary from simple to highly sophisticated technologies and offer opportunities for the utilization of local resources and skills. The small scale sector has emerged as a major supplier of a variety of mass production as well as parts and components to the large industrial sector. Apart from handicrafts and other traditional products the SSI units manufacture some high value added and sophisticated products like electronic typewriters, electronic survey equipments security and fire alarm systems, television sets and other consumer durables. Many products of the small equipment items are used by the manufacturers in the large industry sector. Small scale industrial sector has the flexibility of responding in varied needs of theeconomy.

Pharmaceutical Industries in India:

The Indian pharmaceuticals market is the third largest in terms of volume and thirteenth largest in terms of value, as per a report by Equity Master. Branded generics dominate the pharmaceuticals market, constituting nearly 70 to 80 per cent of the market. India is the largest provider of generic drugs globally with the Indian generics accounting for 20 per cent of global exports in terms of volume. Of late, consolidation has become an important characteristic of the Indian pharmaceutical market as the industry is highly fragmented.

India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level.

Market Size

According to India Ratings, a Fitch company, the Indian pharmaceutical industry is estimated to grow at 20 per cent compound annual growth rate (CAGR) over the next five years. The Indian pharma industry, which is expected to grow over 15 per cent per annum between 2015 and 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 per cent between the same period1. Presently the market size of the pharmaceutical industry in India stands at US$ 20 billion. As on March 2014, Indian pharmaceutical manufacturing facilities registered with the US Food and Drug Administration (FDA) stood at 523, highest for any country outside the US.

Indian pharmaceutical firms are eyeing acquisition opportunities in Japan's growing generic market as the Japanese government aims to increase the

penetration of generic drugs to 60 per cent of the market by 2017 from 30 per cent in 2014, due to ageing population and rising health costs.

Investments

The Union Cabinet has given its nod for the amendment of the existing Foreign Direct Investment (FDI) policy in the pharmaceutical sector in order to allow FDI up to 100 per cent under the automatic route for manufacturing of medical devices subject to certain conditions.The drugs and pharmaceuticals sector attracted cumulative FDI inflows worth US$ 13.32 billion between April 2000 and September 2015, according to data released by the Department of Industrial Policy and Promotion (DIPP).

Food processing industry in India :

It comprises a large spectrum of industrialunits producing foods and vegetables based products, marine products, meatand meat based products, cereal based products etc. It has to play a key role instimulating economic development. Food processing industry can also beuseful instrument for improving food supply through (i) prevention of postharvest losses of durable foods and perishable food and (ii) generatingemployment especially in rural areas. Establishment of food processing industrycan trigger improvement in productivity of agriculture and improve income offarmer. They can also provide a boost to many downstream industries andgenerate foreign exchange through export. Food processing industry is the fifthlargest segment in the industrial structure of Indian economy in terms of valueaddition.

2. Review of Literature :

Literature on small scale industrial sector is huge and on varied aspects. A few Selected writings related to the topic of the research study are reviewed here.

Ganesh Nirma(2011) Pharmaceutical Industry In Global Market: Issues To Be Handled For Better Growth, In his article focused on the global market, the position of the pharmaceutical industry is not parallel as compared to other information and technology based industries. The new rule regarding the product patent had made a huge impact on growth of the pharmaceutical sector in developing country. Many of the small-scalepharmaceutical company in developing countries are either closed down or stopped their business activities in the last few years. It is due to un-favorable government policies, their inability to invest capital in research of new drugs which is essential to compete with large companies in the changing business environment.

Vasant Desai (2002) has made an intensive analysis of the varied aspects of management and working of small scale industries in India in his book "Small Scale Industries and Entrepreneurship". He has provided a good account of theoretical and pragmatic aspects of the small scale industries at macro level and with special reference to Indian small scale sector. He has focused on the catalytic role played by the small scale sector in the rapid development of the economy. Mr. Desai has highlighted the basic and inherent strength of the SSI sector in terms of its potentials for higher labour employment, low capital requirement, flexibility in adopting to demand from the consumer as well as production needs, capacity to help and promote regional dispersion of industrial activity low input content and

environment friendly. The author has pleaded for inducting greater competitive strength for SSIs in the context of the rapidly changing economic environment in the new WTO dispensation, globalization and liberalization. The author has suggested for (i) sound policy environment, (ii) encouraging foreign investment to infuse additional resources and technology, (iii) simplification of industrial legislation, (iv) streamline administrative machinery, (v) strengthen delivery, (vi) prevention of delayed payment, (vii) rehabilitation of sick units, (viii) technology up-gradation, (ix) improved marketing management, (x) proper fiscal environment and improving infrastructure, etc. to remove their basic problems such as limited access to markets and finance and thus to technology. The author has pleaded for finding out possible ways of improving the competitive strength and commercial viability of SSI units in the changing context.

parvathi k iyer (2008) Structure and Performance of Small and Medium scale Pharmaceutical Firms The objective of his study is to capture the structure and performance of small and medium scale (SME) pharmaceutical companies in the broad context of a changing regulatory regime and policy environment. The structural dimensions that have been assessed include total strength, geographical distribution, and firm type and presence in particular therapeutic areas. Their performance has been assessed in terms of parameters like thrust on in-house quality control, particularly Schedule M related upgradation, sources of technical know-how, total assets, and output and export behavior. The section also tries to provide a brief comparative assessment of some of these above-mentioned dimensions in terms of pre-patent and post-patent regimes .in his article he has presents Weaknesses plaguing Pharmaceutical SMEs

S. Nanjundan (1996) in "Economic Reforms and Small Scale Industry" has advocated from liberating modern SSI sector from the government. He has stressed for securing finance, technology, subcontracts on equitable terms and has suggested for regulations to be monitored and enforced by appropriate agencies. The author believes that there is no case for subsidies, tax concessions, and exemptions from labour legislations. He however supports the view that government cold assist through grants and loans, dissemination of industrial technological information, quality upgradation, etc.

S.K. Tuteja (2001) in his article "Partnership for SMEs Development" has advocated for partnership (ancillarisation) for the small scale units since its ability to harness the competitive strength of two unequal partners is enhanced and across economic it is empowering small scale units, partnership movement in India is in a phase of consolidation. The author has mentioned that certain problems such as delays in payment to ancillaries / vendors persist. Government has put in non-binding arbitration and conciliation mechanism in place. However, the best guarantee for placing the relationship on a stronger footing is greater industrial development which creates choice for sellers. 10 In this situation the author maintains that the principal industrial unit itself would have a larger stake in nurturing an existing SSI unit. Mr. Tuteja has observed that the buyer-seller meets and vender development programme provide a measure of support to partnership.

Kurulkar R. P., **Mitra, A. K. (1994) -** studies the role of two agro-based industries, the sugar industry, and the cotton-based industry, in the development of rural areas of Marathwada region, Maharashtra, India, using Thompson's Model of endogenous development. The chapter discusses the nature of investment and employment in agro-based industries, the objectives of planning. It then discusses each of the agro-industries, capital requirements, and potential employment levels. The chapter concludes that agro-based industries have the potential to help rural development in almost all the backward areas of India, but require strong leadership to do so.

Veena S. Samani (2006)-Entrepreneurship is suitable to women and it is possible to do work when she has free time. Self-employed women has no restrictions and time bound work which makes it easy for her to manage the responsibilities of work, home and child at a time. Secondly,
it is convenient for women to control a small business. This pattern of working in small business suits her dual role. With this, there is a growing realization that the strength of a country is in the small business. The researcher found that the collected data would be of great importance as data base. The researcher would recommend more case studies in this direction, so that a women entrepreneur gets more recognition and acceptance. Such studies will help the women to solve the problems faced. It will motivate 260 agencies and government to provide help, support and benefit to women entrepreneurs.

3. Need of work :

Small scale industries are an important part of the manufacturing sector in India. The SSIs have made substantial contribution to the economic growth of the country. However thesector is under great stress from both internal and external factors which have a challenging effect on the viability of the SSI units.

Two reasons are attributed for this state of affairs of the SSI sector viz., lack of demand and lack of finance. Lack of demand is mainly due to imports liberalization and de-reservation. The SSI could not cope with big business, globalization and the liberalization. Under the high protectionist walls SSIs are now becoming increasingly vulnerable given the fast changing policy scenario towards liberalization and globalization.

The new millennium for the SSIs will be structurally different from the earlier decades in terms of the geo-politico-economic environment within which they are required to operate. Small scale industries have been vulnerable and their economic viability is becoming suspect in the present economy of the country. The economic viability of the small scale industries need to be probed in the wake of the various internal and external factors having their impact on them.

This has been the major reason for perceiving the need for the present research study. There is also the problem of inadequate research work done with this "Problem and prospects of Entrepreneurships for small scale industries in pune distinct - ".

Hence, the study is undertaken with the following statement of the problem."A PROBLEM AND PROSPECTS OFENTREPRENURS FOR SMALL SCALE INDUSTRIES IN PUNE DISTRICT. - ".

4. Objectives of the Research Study

The present study has the following objectives

1. To study the organizational &operational dimensions of Entrepreneurships for small scale industries units covered by the study in the study area.

2. To study socio-economic conditions and the related problems of Entrepreneurships for small scale industries.

3. To study marketing practices and problems of ofEntrepreneurships for small scale industries.

4. To review the prospects of entrepreneurs for small scale industry

5. To examine the investment and financial magnitudes of the study units.

6. To study the production parameters of the study units and to assess the employment of labor and the related aspects of small scale industry units covered by the study.

7. To examine the raw material position and the inventory management of the

Small scale industry units.

8. To assess the marketing dimensions and marketing management of the

Study units.

9. To evaluate the overall problems and prospects of Entrepreneurships for small scale industries .and to identify the problem areas and to make suitable suggestions

5. Hypotheses

The research study is conducted with the following hypotheses.

1. The study units have faced problems of production relating to raw materials,

   Power supply etc.

2. All the study SSI units have adequate demand for their products.

6. Research Methodology

The present study is descriptive and empirical in nature, is based on primary and secondary data. Primary data will collected directly from the small scale entrepreneur and Secondary data will collected from journals, magazines, newspapers,books, documents, pamphlets and reports published by the WHO, FDA.The study is based on both primary and secondary data.

Selection of the Study Units

The field study covers a small scale industrial units selected on stratified sample basis. Weightage is accorded to the actual number of units in different categories of SSIs viz., chemical, food based,pharmaceutical engineering, plastics and rubber etc., while selecting the units in the study area.

Data Base

Primary data will collected directly from government of Maharashtra offices related to SSI and Secondary data is collected from published sources like the Government publications, reference works, research publications, etc. Annual reports published by the units or data from their other records are obtained.

Data Analysis

Data analysis and interpretation is done by using simple statistical tools like percentages, averages etc., for arriving at proper inferences and conclusions.

9 CHAPTER SCHEME:

The present study is divided into six chapters. The brief outline of each of the chapter is given below:

CHAPTER ONE: Introduction and Research Methodology: This chapter deals with the introduction of the subject. The introduction points out meaning, concept of entrepreneurships , small scale industry. This chapter defines all relevant aspects such as approach to theproblem, statement of the problem, objective of the study, hypothesis of thestudy, research methodology, significance, scope and limitations of the study.

CHAPTER TWO: small scale industry in indiaat a Glance: This chapter focuses on the characteristics of the small scale industry. It describes production, evaluation of products and export and import of the selected categories of products at international level.

CHAPTER THREE: Review of Literature: This chapter deals with the review of literature about pharmaceutical industry. It includes the detailed review of various books, published articles in journals, and unpublished M. Phil dissertations& Ph. D thesis related to the subject.

CHAPTER FOUR: Production and Marketing :

This chapter deals with manufacturing process of products . It includes the detailed information about the class of products their values, and marketing strategy

CHAPTER FIVE: Problems and Prospects of small scale industry

(Analysis and Interpretation of data) : In this chapter analysis of general information about different small scale industry. Thischapter also includes the detailed analysis of small scale industry with following points.

1. **Production :** In this point discuss in detailed about selection of raw materials, manufacturing process of different products and follows different standard guidelines for preparation and evaluation of different products

2. **Finance :** In this point various aspects were analyzed like, capitalinvestment, source of capital, percentage of capital in assets, return oninvestment, requirement of working capital, problems in formation ofcapital, purchase and sales negotiations, grant from government were discussed.

3. **Human resource management:** In this point the recruitment andselection procedure, training and development policy, wageadministration, morale, discipline & grievance system and performanceappraisal were analyzed.

4. **Marketing :**In this point distribution channel, area of market, nature of competition, credit policy, sales turnover, customer relations,advertisement policy, marketing problems were analyzed.The data collected from processing units, suppliers, bankers, employeesand customers etc. have been analyzed and interpreted in this chapter. It alsoincludes the testing of hypotheses.

CHAPTER SIX: Conclusions and Suggestions: The main findings and conclusions are given in this chapter on the basis of detailed analysis and interpretation of the collected data. Some suggestions are also given for the development of small scale industry .

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A
Synopsis Submitted to the

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for the award of the Degree of Doctor of Philosophy
in **commerce**

By

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Under the guidance of

Dr. V.K. Bhosale

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Kai Sau KamlataiJamkarMahila
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